

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 11/5/2010

GAIN Report Number: TW024

Taiwan

Post: Taipei ATO

Boston Seafood Show Trip Report 2010

Report Categories:

ATO ACTIVITIES reports

Approved By:

Valerie Brown-Jones, ATOTaipei Director

Prepared By:

Angelique Su

Report Highlights:

The Boston Seafood Show, the second largest seafood show in the world, took place at the Boston Convention and Exhibition Center from March 13-17, 2010. ATO Taipei staff led a buyers' mission consisting of Kingo Fruits Co., and Duo Sheng International Co. This show brought together over 16,000 buyers and sellers from more than 90 countries and nearly 900 exhibitors, the largest event of its kind. The trip to the U.S. generated significant interest in U.S. seafood products amongst the members of the buyers' mission.

General Information:

Boston Seafood Show Trip Report

Report highlight

The Boston Seafood Show, the second largest seafood show in the world, took place at the Boston Convention and Exhibition Center from March 13-17, 2010. ATO Taipei staff led a buyers' mission consisting of Taiwan seafood importers. The delegation not only attended the show but also conducted one-on-one meetings with seafood suppliers.

The mission team included Kingo Fruits Co., and Duo Sheng International Co. Kingo Fruits Co. is one of the top fruit/vegetable importers in Taiwan and also has branch offices in China. Kingo Fruit wants to expand their business into the seafood trade. The President Thomas Liu of Kingo Fruit along with 3 executive staff participated in the mission. Duo Sheng International Co., has been working in the seafood industry in Taiwan for more than 20 years.

This show brought together over 16,000 buyers and sellers from more than 90 countries and nearly 900 exhibitors, the largest event of its kind. There were various exhibitions ranging from fresh, frozen and packaged seafood products to processing equipment. The buyers' mission also participated in a tour of a seafood company's facilities at the port of New Bedford, Massachusetts. This show is the best place for the seafood industry to access and learn about the North American seafood market.

- **Activity name**



- **Beginning/Ending Dates**

March 13 -17, 2010

- **City/Country**

Boston/U.S.

- **Objective**

To develop relationships between key Taiwan buyers and U.S. suppliers and promote U.S. exports.

- **Market Constraints and Opportunities**

Constraints:

- The seafood business is very competitive in Taiwan. Price is one of the most important factors that determine purchasing decisions in fishery products.
- Cheaper seafood from South East Asia and China has become more and more competitive. The distance to import from Asian countries allows buyers to reduce the shipping cost as well. Taiwan and China share the same cultural background and communicate with the same language, which facilitate the business access.



- Aquaculture –including a wide variety of freshwater and saltwater finfish, shellfish and crustaceans is a vibrant industry in Taiwan and especially in China. Currently, China’s aquaculture production is the largest in the world and accounts for 57 percent of global output. This poses a serious threat to U.S. seafood exports.
- Distribution of exported products involves multiple layers of middlemen, which adds to the cost and inefficiency.
- Small and medium-sized companies in the U.S. lack resources to travel to export their products and build relationship with Taiwanese buyers.
- Lack of trade and retail buyers’ awareness of U.S. food and agricultural products – product availability, wide variety of products and introduction to U. S. suppliers.

Opportunities:

- U.S. products are perceived by Taiwanese consumers to be of high quality and cutting edge. Prospects for U.S. fish and seafood exports to Taiwan are promising.
- Buyer missions offer opportunities for U.S. companies to have one-on-one meeting & to gain market information without traveling abroad.

- **Recommendations/ Follow-up Evaluations**

Taiwan's fish production in 2009 reached 1,089,178 M.T. (metric ton), or over US\$2.87 million, an 18% decrease in terms of production and a 6.4% decrease in value from the previous year (Source: AG Statistics Yearbook, 2009, Council of Agriculture, Republic of China). The 5 top suppliers of seafood to Taiwan in terms of value, in 2009, were China, Vietnam, Norway, Thailand and Indonesia. Norway is the only Western country among the 4 Asian top exporters. In terms of volume, the 5 top suppliers of seafood to Taiwan were China, Vietnam, Indonesia, Thailand and India. The United States ranked 13th in the market amongst Taiwan seafood suppliers, with a value of US\$15 million in 2009. The United States only held 2.64% of the market share in 2009, a decrease of 34% from 2008.

(Source: figures are from Global Trade Atlas)

Taiwan consumers have developed new and different food preferences. U.S. seafood products hold a high quality image. Most U.S. seafood is consumed in restaurants, rather than purchased at supermarkets or traditional wet markets. There is a niche market for seafood imports as demand for quality & healthy seafood is growing. Consumers are usually unaware whether the seafood they purchase is imported or domestically produced. Promotions and seafood tastings need to be conducted to make consumers aware that their purchases are from the United States. Importers and wholesalers however have an awareness and appreciation for the quality of U.S. seafood.

The trip to the U.S. generated significant interest in U.S. seafood products amongst the members of the buyers' mission. Currently, buyers are still reviewing sample products and quotation lists. Purchases are expected this year. ATO Taipei has continued to follow-up with Taiwan participants through telephone interviews and meetings since the delegation returned to Taiwan.



- **Costs/Revenues**

Activity Name	Code	Cost	Source
Boston Seafood Show		U\$3,971	CSSF

Travel Itinerary

Boston : Friday, March 12 -17 , 2010

Delegation arrived in Boston and traveled to Hilton Boston Financial hotel for check-in.

The U.S. seafood companies that registered for one-one one meeting are shown below.

	Company	Contact person	Phone	Fax	e-mail	website
1	East Coast Seafood, Inc.	175 Alley St PO Box 790 Lynn, MA 01905 United States	781-593-1737	781-593-9583	phanford@myseafood.com	http://www.eastcoastseafood.com
2	Claw Island Foods	92 Waldron Way Portland, ME 04103 United States	207-699-5505	207-699-5506	emilyclawisland@verizon.net	www.clawislandfoods.com
3	K & B Seafood	K & B Seafood, Inc. 176 Laurel Rd. East Northport, NY 11731	631-261-8161	631-261-0382	contact@kandbseafood.com	http://www.kandbseafood.com

4	Seatrade International	105 Bartlett St Portsmouth, NH 03801-3672 United States	603-431-5184	603-431-2898	ksb@seatrade-international.com	http://www.seatrade-international.com
5	Eastern Fisheries, Inc	14 Hervey Tichon Ave New Bedford, MA 02740 United States	508-993-5300	508-991-2226	info@easternfisheries.com	www.easternfisheries.com
6	Sea Fresh USA	Sea Fresh USA Inc: North Kingstown 45 All American Way/ P.O. Box 398 North Kingstown, RI 02852	(401)-583-0200	(401)-583-0222	Skype: Chrislee131	
7	Blue Bay Sea Products	231 Elm Street Perth Amboy, NJ 08861 United States	732-442-1000	732-442-7142		http://www.blueseaproducts.com
8	Marder Trawling Inc.	22 S Water St New Bedford, MA 02740-7235 United States	800-499-3219	508-990-2901	sales@marderbrands.com	http://www.marderbrands.com
9	Lobster Trap Co.	PO Box 3007 290 Shore Rd Bourne, MA 02532 United States	508-759-6400 ext 222	Fax: 508-759-5890	dmadden@lobstertrap.com	www.lobstertrap.com



